

EXHIBIT 38



THE BLOOMBERG WAY

A Guide for
Reporters and Editors

Matthew Winkler

Editor-in-Chief

with **Jennifer Sondag**,
Standards Editor, Americas

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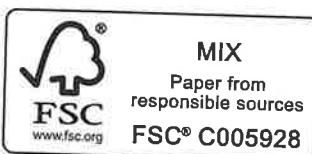
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